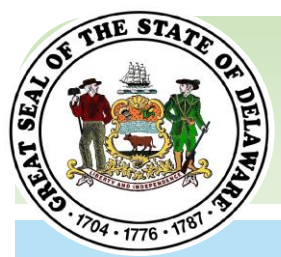


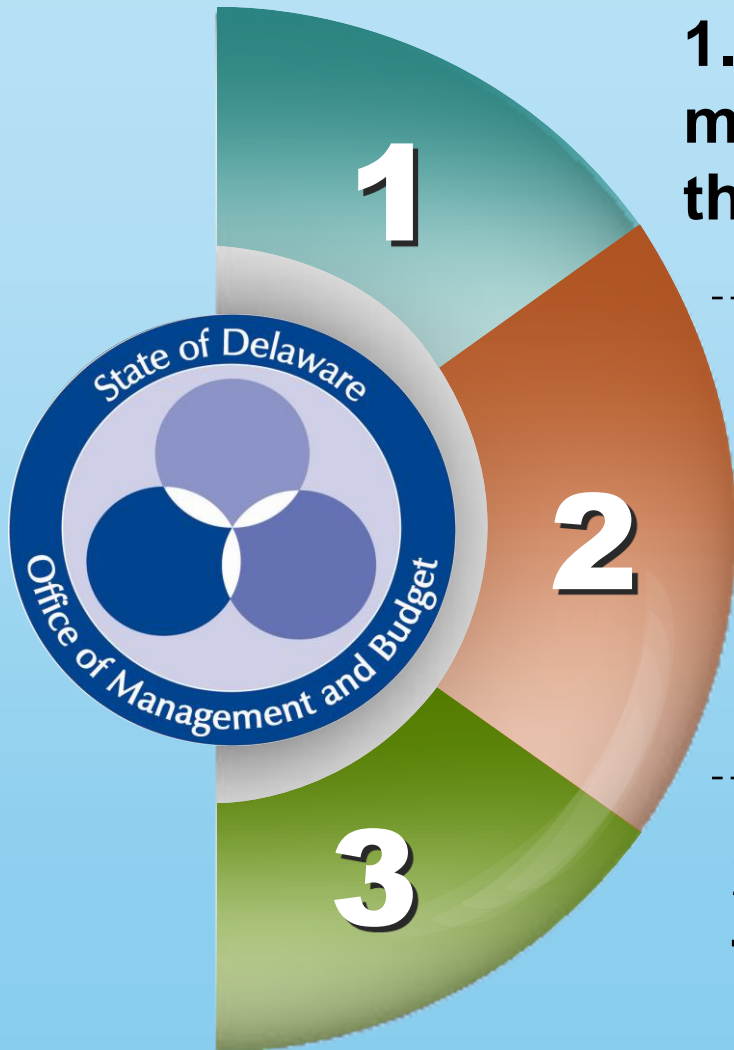
Promoting Wellness *The DelaWELL Way*



Presented by Kimberly Wells
Director of Statewide Wellness
May 22, 2008



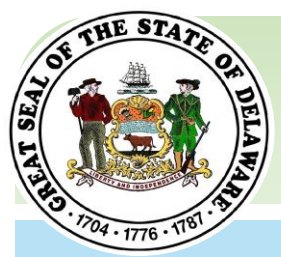
Today's agenda



1. I will show you how to save money on healthcare costs... the DelaWELL way!

2. I will show you some easy ways to motivate and empower your employees.

2. I will show you how easy it is to get started.

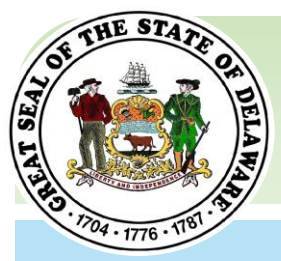


The Heart of the Matter

- ❖ Paying for health care before you really need it may seem unusual... But it makes good sense!

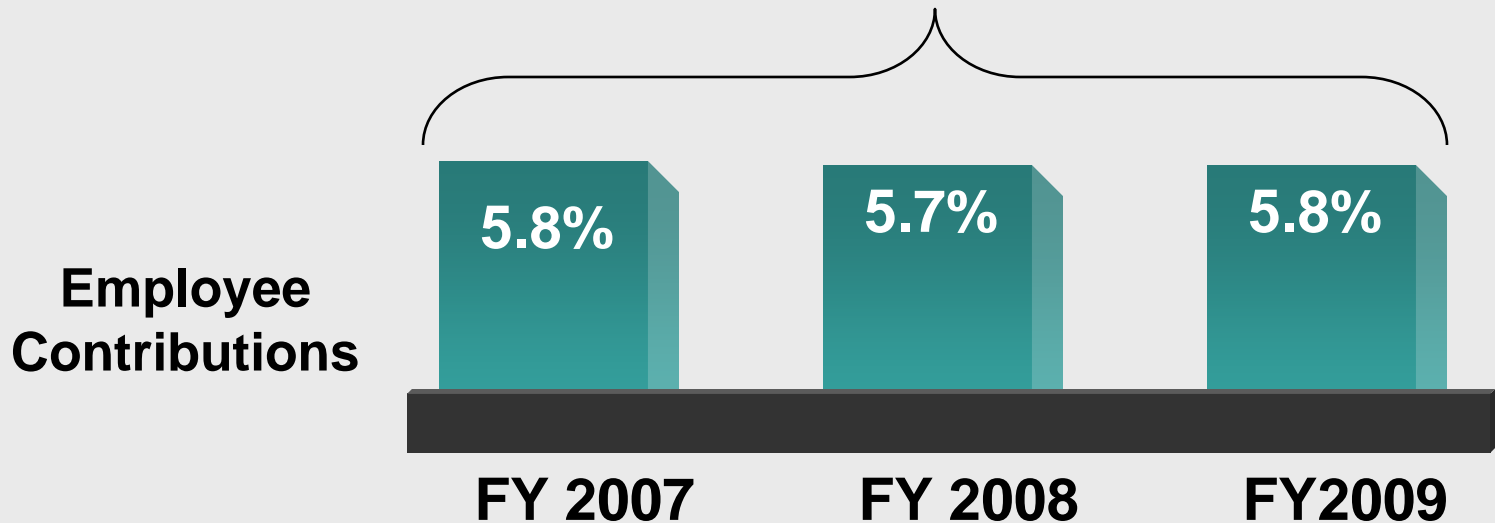
In Delaware alone, as an employer, the state's estimated healthcare expenditures for FY08 are \$433 million.

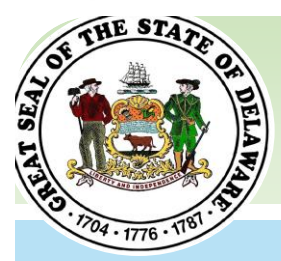




Delaware Health Care Rates

Employee-paid health care contributions in Delaware have remained flat for an unprecedented **three years in a row!**





Delaware's Benefits Philosophy

1 Promote Wellness

2 Create incentives for people to stay healthy

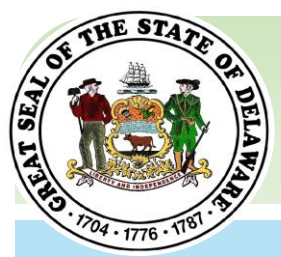
3 Support consumerism in healthcare

4 Facilitate constant communication

5 Target pre-65 retirees

6 Take a proactive approach to healthcare

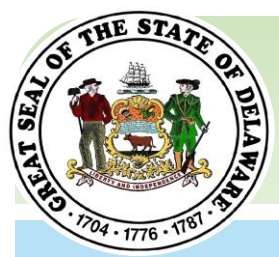




The Proactive Approach

- ❖ We want to empower our most important asset – our employees – to be healthy and happy at home and in the workplace!





Our Path

Start small and prove it works!

Step One

Health Rewards

100 Person Pilot

Step Two

***Health Rewards
Phases I & II***

**1,500 Participants
and
1,200 Participants**

Step Three

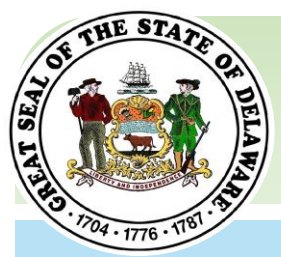


**Available to
40,000
Participants**

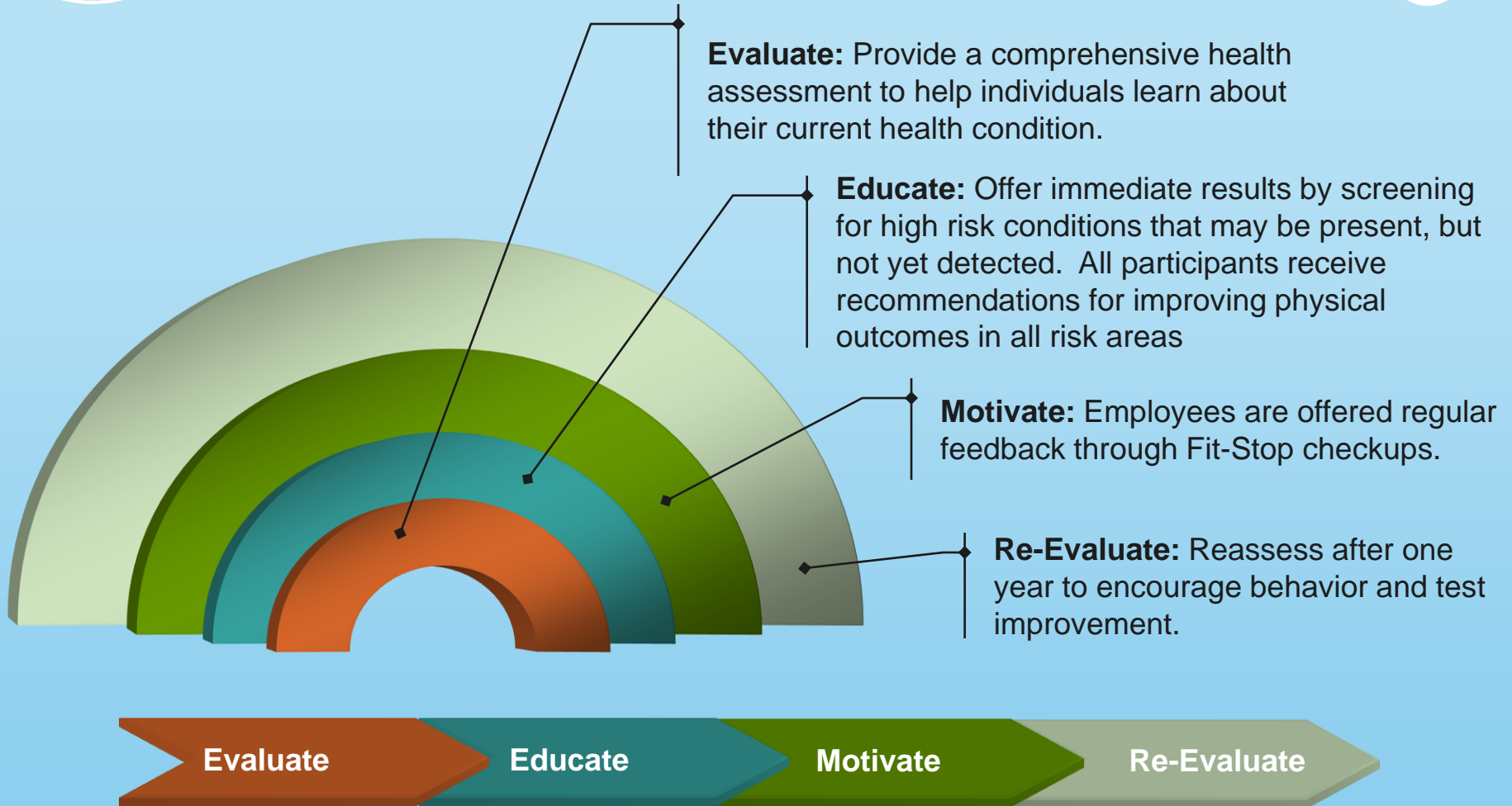
Step Four

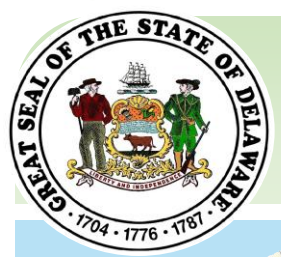


**Available to
65,000
Participants**



The Pilot Concept





The DelaWELL Program (year one)



Approximately 40,000 employees are eligible for:

A confidential Health
Risk Assessment
(HRA)

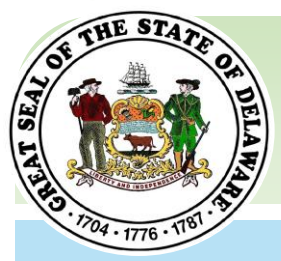
Behavior Coaching: Provided to
participants with two or more risk
indicators

**Cardiometabolic testing and
intervention:** Provided to participants with
three or more risk indicators

Online Suite of
Wellness Info
and Tools

On-site
Health
Seminars

Events
And
Activities



Lessons Learned

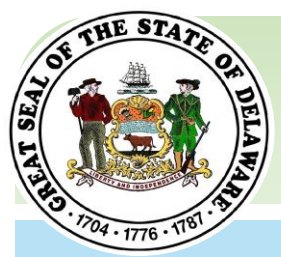


**Financial
Incentives
Work!**

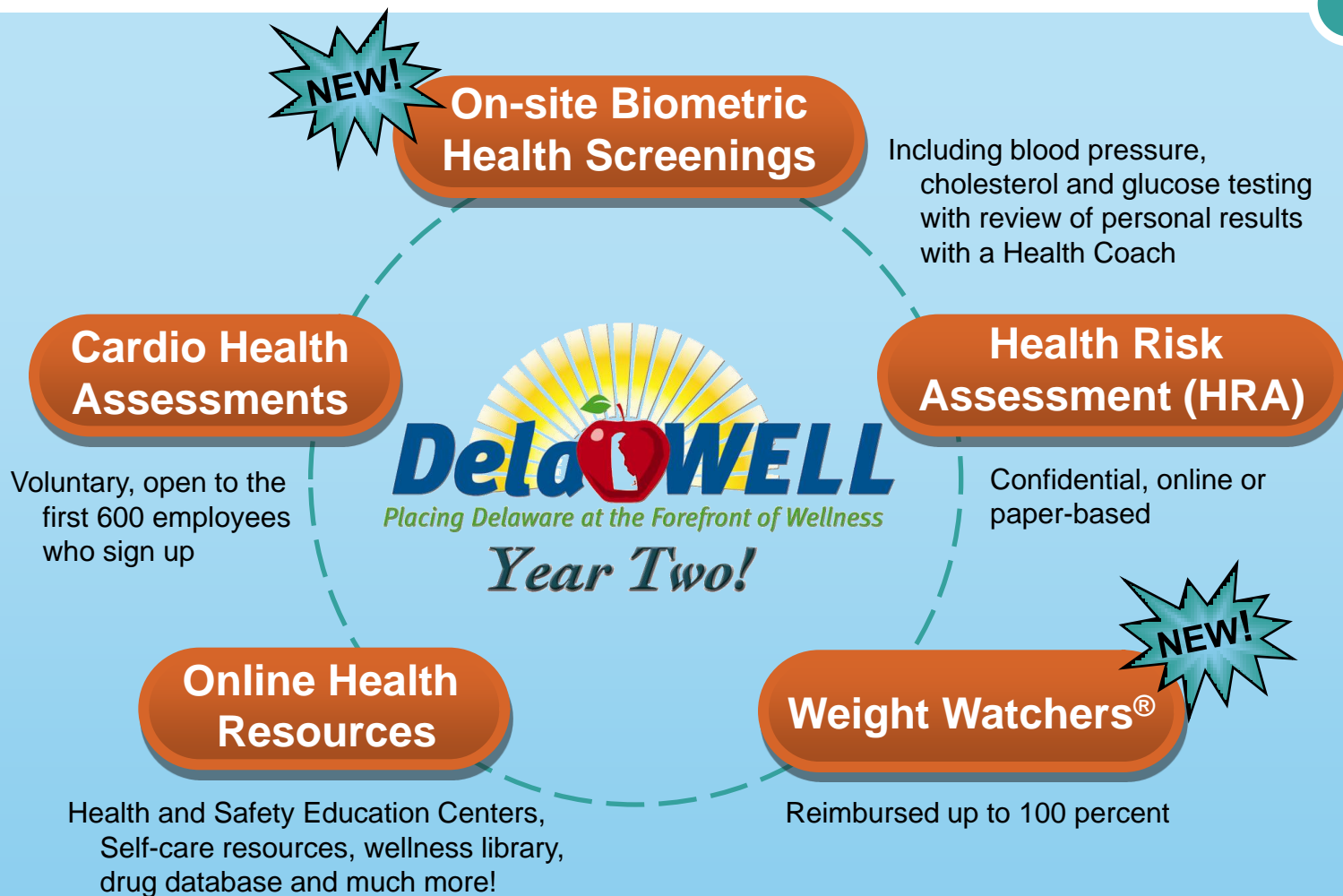
**Participants
didn't know
their
numbers**

**Participants
wanted a
weight loss
component**

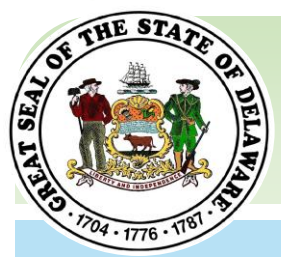
**Convenience
is key to
increasing
participation**



DelaWELL Year Two

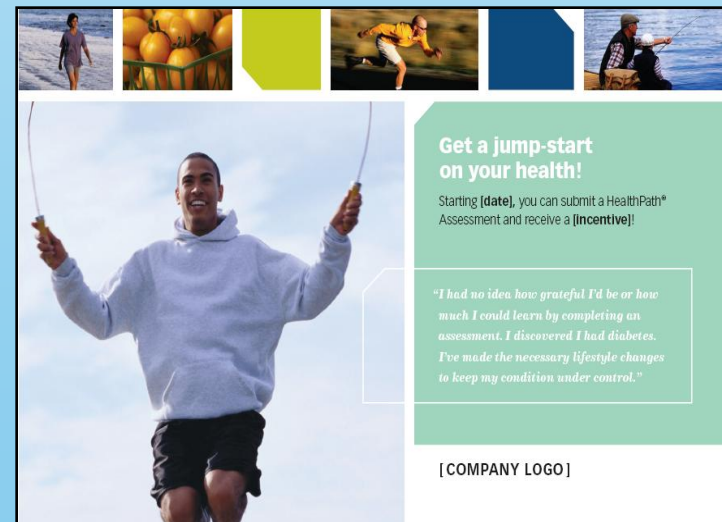
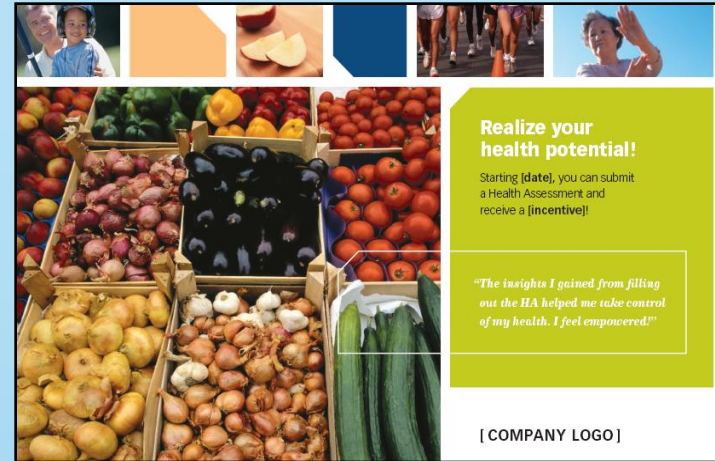


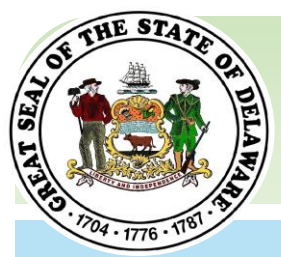
<http://delawell.delaware.gov/>



Engaging Employees Through Incentives and Effective Marketing

- **\$100 pre-tax incentive for employees who complete the HRA and Biometric Screening**
- **Direct mailing of invitation and reminder postcards**
- **Wide distribution of posters and magnets**
- **Direct email invitations from the Governor**
- **Motivational events (Run/Walks)**
- **Health Seminars**
- **Health related prizes (t-shirts, pedometers, water bottles, etc.)**



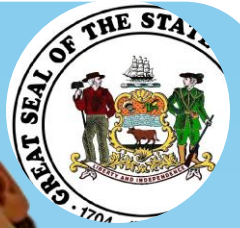


Program Authorization

❖ **The State Employee Benefits Committee (SEBC) authorized the program budget through the Employee Health Fund**

❖ **SEBC members include:**

- Director of the Office of Management and Budget, Committee Chair
- Controller General
- Secretary of Health and Social Services
- State Treasurer
- State Insurance Commissioner
- Secretary of Finance



Questions?

Delaware Office of Management and Budget

Working together to create excellence in state government

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